

Rep Order# 6844838 Ver# 1 Status New Traffic Order# Printed: 08/27/2012 8:21 AM 1 of 4

EC'd Yes Last Received: 08/26/2012 7:59 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) MUNDY KATOWITZ MEDIA INC Rep Firm  
Advertiser ( ) PRIORITIES USA ACTI 1322 G. STREET SE Sales Office ( ) PHILADELPHIA  
Product PRIORITIES USA WASHINGTON, DC 20003 Salesperson ( ) ANJIE BRADY  
Estimate# 1564 Agency C/P1/P2/E 321/340/1564  
Buyer CASEY BESSETTE Flight Dates 10/09/2012 - 10/15/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION SC=\*

-- REMARKS --

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$36,250  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	10/09-10/09	1	1	1	\$700.00	
	2	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	10/11-10/11	1	1	1	\$700.00	
	3	F	5A-6A	EARLY AM NEWS	:30	\$700.00	10/12-10/12	1	1	1	\$700.00	
	4	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/15-10/15	1	1	1	\$700.00	
	5	W	6A-7A	AM NEWS	:30	\$2,000.00	10/10-10/10	1	1	1	\$2,000.00	
	6	F	6A-7A	AM NEWS	:30	\$2,000.00	10/12-10/12	1	1	1	\$2,000.00	
	7	TH	7A-9A	TODAY SHOW	:30	\$2,000.00	10/11-10/11	1	1	1	\$2,000.00	
	8	M	7A-9A	TODAY SHOW	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
	9	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	10/09-10/09	1	1	1	\$500.00	
	10	F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/12-10/12	1	1	1	\$500.00	
	11	W	10A-11A	TODAY SHOW 3	:30	\$400.00	10/10-10/10	1	1	1	\$400.00	

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Agency (    ) MUNDY KATOWITZ MEDIA INC  
1322 G. STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1564  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	TH	10A-11A	TODAY SHOW 3	:30	\$400.00	10/11-10/11	1	1	1	\$400.00	
	13	F	10A-11A	TODAY SHOW 3	:30	\$400.00	10/12-10/12	1	1	1	\$400.00	
	14	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	15	TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/09-10/09	1	1	1	\$200.00	
	16	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/11-10/11	1	1	1	\$200.00	
	17	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
	18	W	12P-1P	NOON NEWS	:30	\$300.00	10/10-10/10	1	1	1	\$300.00	
	19	F	12P-1P	NOON NEWS	:30	\$300.00	10/12-10/12	1	1	1	\$300.00	
	20	TH	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	10/11-10/11	1	1	1	\$350.00	
	21	W	2P-3P	THE DOCTORS	:30	\$200.00	10/10-10/10	1	1	1	\$200.00	
	22	TH	4P-5P	ANDERSON COOPER	:30	\$450.00	10/11-10/11	1	1	1	\$450.00	
	23	M	4P-5P	ANDERSON COOPER	:30	\$450.00	10/15-10/15	1	1	1	\$450.00	
	24	TU	5P-530P	5PM NEWS	:30	\$1,500.00	10/09-10/09	1	1	1	\$1,500.00	
	25	W	530P-6P	530PM NEWS	:30	\$1,500.00	10/10-10/10	1	1	1	\$1,500.00	
	26	F	530P-6P	530PM NEWS	:30	\$1,500.00	10/12-10/12	1	1	1	\$1,500.00	
	27	TH	6P-630P	6PM NEWS	:30	\$1,800.00	10/11-10/11	1	1	1	\$1,800.00	
	28	M	6P-630P	6PM NEWS	:30	\$1,800.00	10/15-10/15	1	1	1	\$1,800.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	TU	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/09-10/09	1	1	1	\$1,500.00	
	30	W	730P-8P	THE INSIDER	:30	\$1,500.00	10/10-10/10	1	1	1	\$1,500.00	
	31	TU	11P-1135P	LATE NEWS	:30	\$2,000.00	10/09-10/09	1	1	1	\$2,000.00	
	32	TH	11P-1135P	LATE NEWS	:30	\$2,000.00	10/11-10/11	1	1	1	\$2,000.00	
	33	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/10-10/10	1	1	1	\$500.00	
	34	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
	35	W	1235A-135A	JIMMY FALLON	:30	\$150.00	10/10-10/10	1	1	1	\$150.00	
	36	F	1235A-135A	JIMMY FALLON	:30	\$150.00	10/12-10/12	1	1	1	\$150.00	
	37	W	430A-459A	EARLY TODAY	:30	\$200.00	10/10-10/10	1	1	1	\$200.00	
	38	M	430A-459A	EARLY TODAY	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
	39	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	40	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	10/13-10/13	1	1	1	\$800.00	
	41	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	42	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	10/13-10/13	1	1	1	\$300.00	
	43	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	10/14-10/14	1	1	1	\$800.00	

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	44	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
Oct 12: 44 / \$36,250.00												
Sales Totals: 44 / \$36,250.00												
Station Totals: 44 / \$36,250.00												
Lines not sent/rcld/rtrn: 0 / \$0.00												

--COMPETITIVE--	Market Totals	\$109,848	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
			WTVZ 4%	WVBT 8%	WVEC 26%		

--COMPETITIVE COMMENTS--  
COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12  
Demos RA35+

-- CREDIT RISK ---  
CASH IN ADVANCE